

## Chapter Membership Call Discussion Notes February 12, 2018

Invited participants:  
Chapter Membership Directors, Chapter VPs/Development, Chapter Presidents

Please mark your calendar to participate in the next quarterly Membership call. You will get a Ready Talk invite for the call.

- May 14
- September 17

Choose the time that works for you:

- 8:00am Pacific/11:00am Eastern
- 4:00pm Pacific/7:00pm Eastern

### New Member Incentive

Once again – BD is offering a deal for our new members! New members joining this year will receive a code to register for free to either BDwest or BD/NY (\$375 value). We will send an email to all those new members who have already joined, as well as include in the welcome letter and receipt of those new members going forward.

### Chapter Member Drives

Some chapters are in the midst of planning their drives right now, some are thinking about working a membership drive into each event.

- Washington DC – having membership drive Feb 13 – having a mugshots and margaritas event – headshots for members in a new restaurant. Members or those joining that night can get their headshots taken. Sponsor is paying for appetizers and they are having cash bar. New members must pay prior to receiving their headshot. If a board member hasn't completed their bio, they need to have that done before having access to their headshot. (good incentive! ☺)
- South Florida – they are working on a members appreciation and TopID event, calling it Hats Off. They are offering a discount for new members joining. Everyone is encouraged to wear their best hat to the event.
- Houston – last year they did trivia night for a membership drive. They may be doing the same thing this year as it went over pretty well. Everyone was invited to sign up as a team, and if they had a new member – or someone joining that night - they got extra points. They made up their own trivia questions. They had sponsored gift bags for prizes.
- North Central – they are planning for their membership drive in April – changing it up from bowling in the past. They are looking into a multi-faceted type event – possibly playing with N – Nature, E – Eat, W – Wine, H – Hound – which would include a gardening tips, culinary demonstration, wine tasting, and a puppy kissing booth. They are looking at giving a member discount as well that night. If members attend and bringing a nonmember will get a discount. They are hoping to have it all sponsored.
- Las Vegas – will be having a membership drive in March – in planning stages now.
- San Francisco – had member drive in January. They had it at DesignLab – a new showroom that recently opened up. They had catered food and wine. They waived the program event fee for those who joined - and they had tickets for raffle prizes for anyone bringing someone new. (DesignLab is for different groups of vendors who have their own vignette and work with a design firm to put a hospitality space together – it's up for a few months.)

## Reminders at Your Member Drive

Thank all your sponsors (including corporate partners!) and introduce your board members.

**Discounted memberships** – please remember that you can only offer a discount to a New General member (not a past member). Discounts are not offered for Associate members or Chapter Level Business members.

## Member Renewal and Retention

The NEWH, Inc. office sends 3 reminder emails to members - 2-3 months prior to due date, 1 month prior to due date, 1-2 weeks – final reminder is sent.

If member does not renew, their status is changed to past member. The NEWH office does not contact past members.

Dues reports are sent to chapter boards each month – listing members whose dues have lapsed in the last 5-6 months, and those members who are due that month. Board members should reach out to those members who have not yet paid or have lapsed. Members may respond to a local chapter member rather than a standard reminder email from NEWH, Inc. If you see any contact information missing from the dues report, please contact the office – we may have an alternate email in our records to use. ***Remember – retaining your members is very important!***

## Board Resources

There are many resources available on the NEWH website for membership. You do need to login in order to view the NEWH Board Resources area. Once logged in, go to the bottom of the home page, under Resources menu, click on NEWH Board Resources. In the membership folder you'll find many templates/samples to use for your directorship including membership committee to-do list, membership goals, member talent survey sample, sample welcome letter, and a great PowerPoint you could display at your membership drive. The PowerPoint includes NEWH's mission, what the opportunities are with NEWH, overview of magazine, tradeshow, leadership opportunities, membership/resource directories, personal growth, etc.

Here is the direct link to the PowerPoint [http://newh.org/wp-content/uploads/BoardResources/Membership/MembershipDrive\\_updated-Jan2015.pptx](http://newh.org/wp-content/uploads/BoardResources/Membership/MembershipDrive_updated-Jan2015.pptx)

## Any questions?

- Contact the following NEWH, Inc. Board of Directors:
  - Leigh Mitchell - NEWH Inc. VP/Development - [leighmitchell@mza-usa.com](mailto:leighmitchell@mza-usa.com)
  - Cindy Andrews, NEWH, Inc. Director of Membership - [cindy@sunbritefurniture.com](mailto:cindy@sunbritefurniture.com)
  - NEWH, Inc. office – [newh.membership@newh.org](mailto:newh.membership@newh.org)

We look forward to assisting you in any way we can to make your job easier! 800-593-6394